

Identity of Historic City and Women Travelling Behavior

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Abstract

This paper represents on women behavior safety enigma, also an on-going progress study of the cultural landscape in the context of the historic city where knowledge unfolds. The study has tracked women's experience of place, which responses on the visual elements that become an incredibly diverse culture surrounding and norms. Eventually, the historic city seems meet their expectations in cultural aspects a safe building has resulted for living and work environment. Therefore, having known their understanding influence on structure-building façade concluded and rediscovered the perception that adds value contributes in the urban setting.

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1. Introduction

Every city has a history, but here the author have focused on those known to their history, with historic sites that draw tourists and travelling behavior especially to a woman. There are some historic cities that have been particularly influential in East and West history: Istanbul's the authenticity and strategic location on the Bosphorus and the Marmara Sea and capital of China. The great historical interest has influence United Kingdom, Istanbul and China's as known as the "factory cities". Figure 1 shown the largest historic city of Beijing has the world-class historical tourist sites of Great Wall China and Tiananmen Square. Istanbul has a significant masterpieces include the ancient Hippodrome of Constantine, the 6th century Hagia Sophia and the 16th century Süleymaniye Mosque as shown in Figure 2. A historic walled city of York, in North Yorkshire, England has a rich heritage offers a wealth of historical attractions. York as a center of the railway network became prominent with a variety of cultural activities destination for millions tourist and included rural areas beyond the old city boundaries.

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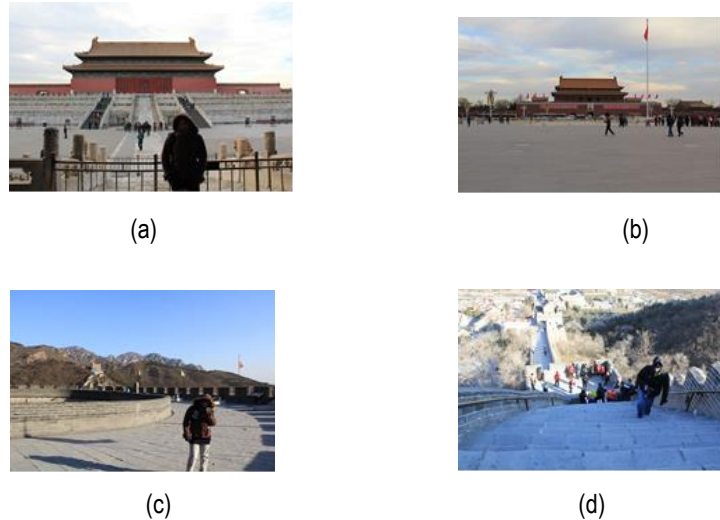


Figure 1: (a) and (b) The center of Beijing, China was Tiananmen Square known as the fourth largest city square separating the Forbidden City; (c) and (d) Small part of the Great Wall of China and the tower from this entrance, very steep at most area with some short areas that are no stairs incline



Figure 2: (a) The antique shop and the famous medieval town of Famagusta, North Cyprus and, (b) The size of the Istanbul city became apparent from the perspective that the water gave; the author has lost a count of the number of domed mosques and minarets

1.1 Definition of historic city

Gordon Childe (1950) defines a historic city with the categorization of the characterization population of size and density and also the monumental public buildings. One characteristic that can be used to distinguish a small city from a large town is the organized government. A town accomplishes and it has professional administrators, regulations, and or a combination of those. In 1995, Kanter argued that successful Historical cities concluded elements of concepts, competence and connections resources to managed real cities.

1.2 Characteristics of historic city

Kevin Lynch stated users understood their city using five elements; paths, in which people travel such as streets, sidewalks, and trails. The boundaries edge which observed such as buildings and walls and the districts, comparatively to the large sections of the city recognized by identity or character. The nodes refer to the significant points and intersections, and a landmark is the classifiable objects as external reference points. Lynch formulated the words of imageability and wayfinding in his book of the Image of the City had significant influence in the fields of urban planning and environmental psychology.

1.3 Tourist and ancient City travelling

Hudson (2009) categorized a tourist based on their travel experience for the holiday as bubble travellers, idealized-experienced seekers, and wide horizon travellers of the cultural tourists. McKercher (2002) classified tourist into five groups' of

unexpected, focused, accompanying, unintended and sightseeing cultural tourist based on their experience and the importance of destination to visit. Teo et al. (2014) has highlighted aspect on the cultural tourists with high education and high income and also a cultural tourist with high education and high income. Moreover, they also concluded that the low-income cultural tourist groups preferred participation in commercial recreation parks where they had less interest and knowledge of the local culture. The finding is in line with Kim et al. (2007). A group of visitors has labelled as active vacationers that tended to seek for local culture and value. The provision amenities tend to more likely to visit only the famous attractions (Johns and Gyimothy, 2002). Kerstetter, Confer and Graefe (2001) has found which the tourists with an interest in visiting heritage or any of the cultural sites tend to stay longer and spend more per trip. Woman travellers are well-educated have a higher average annual income than the general tourists.

Teo et al. (2013) the tourist behaviours measured on visit interest and experiences to a heritage site. In their study, only local and foreign tourists were surveyed on-site. It focuses on insight into not only just the tourist perceptions of cultural heritage but an in-depth study of the actual travel experience. The tourist preferences on their destination choice behaviour and the reason people go to ancient city paucity in observing the visitor profile in terms of the categories of tourists' behavioural characteristics at heritage tourist destination choice. Brown et al. (2010) the visitors' influence actions has comes from what they think of their particular behaviour especially with regards to encouraging in ways that minimize environmental and experiential impacts of tourism.

Teo et al. (2013) also mentioned that visitor actions influenced by their factors that shape their motivation to travel and destination they visited. Apart from that a target image and evaluative factors such as trip quality, perceived value, and satisfaction had influence visitor behaviours directly. However in their study they focus on both genders male and female travellers. So they fail to differentiate the travel pattern between male and female travel activities. Concluded by Chen and Tsai (2006) destination image appears to have the most significant effects on tourist behavioural intentions such as the intention to revisit and willingness to recommend, both directly and indirectly to other individuals. On the other hand, another study done by Kim and Lee (2000) show that differences in cultural characteristics of visitor play a role in creating distinctive differences in tourist motivation and tourist behaviour among both genders. However, their study did not focus on ancient city tourist. These create a research gap for the study.

In terms of understanding of heritage tourists, Poria, Reichel, and Biran, in 2006 had found the perception of the visitor of a site about their heritage. Hence, they had concluded that when examining heritage tourist behaviour in the historic city, it is vital to observe visitation patterns to places that offer its historical objects. They also mention that a visitor perception is a key to the understanding of visitation patterns, primarily more on the meaning they ascribe to historical artefacts rather than what the tourists see or observe.

Tung and Ritchie (2011) by examine tourism as a function of memorable experiences in terms of the effect, expectations, and consequentiality as well as a recollection of memory points. Similarly by understanding the tourist experience on the heritage offerings momentum towards device tourism plans that promote the city's heritage assets more efficiently especially to tailed the needs of a women tourist.

Zakaria and Ujang (2015) have sum up in Kuala Lumpur City Centre report on the well-connected pedestrian network, and the opportunities of accessible public transit increased opportunities for tourism activities. The visitors sense through the places within the city on foot. Their studies also mention that in the case of Kuala Lumpur, the city center has many attractive places to visit. Mahmudi and Abbasi (2011) found that the main attraction spots in Kuala Lumpur isolated from each other, and these create difficulties for tourist to explore the city through walking.

2. Women's Travelling Behavior

At present, the tourism industry has become the fastest growing segment in many countries around the world. Carvao (2010) GDP act as contributors to a classical compensatory factor of the trade balance to many countries around the world offering fantastic travel choices and destinations treats, women enjoy going adventurous, romantic and relaxing trip. It is evident that women do enjoy travel so much regardless of going alone, groups or with a companion. Stanley (2001) people with self-confident and intellectually curious might have strong desire to explore the world of ideas and places.

As traveling to the old town is concerned, many people including women have expanded their horizons to classic, old city for adventurous purpose, and it is expected to continue. The old town is rich with historical, images, arts and culture and heritage elements that draw many tourists' loves to explore. Until the end of 2004, World Heritage site was selected on the basis of six cultural and four natural criteria (UNESCO). Ten selection of the outstanding tests meet in World Heritage List, portray an outstanding universal value. Many researchers have studied on the cultural, heritage, attractions about the old city. Peterson (1994), experiences a different time visit historical sites, learn and enjoy the cerebral experience with others the history of the

site. Andersen, Prentice and Guerin (1997) in their study of cultural tourism in Denmark reported that the essential attributes that draw tourist to visit heritage sites as being castles, museums, and historical buildings. Richards (1996) further reported a rapid increase in both production and consumption of heritage attractions in his study on the marketing and development of European tourism. As for Sofield & Li (1998) tourist attracted to the city of China mainly due to culture, traditional festivals, historic nine events, beautiful picturesque heritage, architecture, folk arts as well as a folk culture. Peleggi (1996) Thailand's attraction has a significance to the natural attractions, culture, the heritage sightseeing. Paula, Jose, Laurentina and Jose (2014) are aware of tourist's perceptions of world heritage destinations of the city Guimaraes as a global heritage site that encompasses a historic center, monuments, and architecture buildings. Due to the perceptions of the tourist on the image of the city as historical and functional finally shape the image of Guimaraes as one of the most reliable and valid factors behind the choice of visiting the city. Moreover, Taketo (2004) historic districts evaluation affected the perceptions of authenticity among tourist. In spite of considerable electronic and printed media exposure on the attractions that attracts tourist to old cities, personal security should be categorized as a major factor as much as concerning on women travel. A tourist experience unsafe or perhaps threatened at their holiday; they might develop a negative impression of the destination. As a result, this can be very damaging and causing the decline of tourism destinations tourism such as old cities. In recent years, crime incidents at international tourist destinations have been reported by mass media. Rohana et al. (2012) found that women experiencing a high number travelling with public transport and well-design infrastructure. Also, women feel insecure while waiting at the bus stop especially when they have to experience uncomfortable services, no indication of the security and no information on the bus. Earlier than that Focas (1989) stated guarantee safety travel among women; then the public transport system must first be geared towards the women needs. Women are a vulnerable group of travelers and might face a high risk of victimization. Richard's (2003) tourist's perception of safety and security while visiting Cape Town unsafe going out after dark and using the city's public transport and visitor felt reasonably positive perceptions of safety and security. Crime, on the other hand, can drastically affect the travel of a woman as well as affecting the popularity of destinations. In some places, violence towards tourist might be familiar, thus leaving the traveler in particular women to travel anxiously. Therefore, this study aimed to examine critically on the travel behavior specifically concerning women go to the old city is concerned. It is vital as to help planners to shape up the environmental design accordingly as to aid the women going activities safely.

3. Travelling Environment

Zakaria and Ujang (2015) the element of safety is one of the determinants of a walkable environment, especially among tourist. Furthermore, they also mention that a safe pedestrian environment allows the pedestrians to walk comfortably and reduces the sense of fear from accident or crime. In another study by Southworth (2005) on pedestrian safety claimed that the quality of the walking environment might influence pedestrian intensity. Apart from that, the component of the pedestrian safety was also associated with motorist behavior and crossing exposure, and this will also reflect the security. Southworth (2005) structures of street networks, clearly define into the pedestrian district as comfortable and safer condition for all pedestrian using and visiting the city. Thus, they also believed that safety can also increase by providing the visible and transparent environment. Generally when tourist travels to places that are unfamiliar to them, they tend to be curious and concern on several issues concerning health, safety and security the most. Similarly, women traveler involves the same questions. According to Jordan & Gibson, (2000) it is a daunting task for many tourists, in particular for those who travels alone to negotiate their movement through unfamiliar places. Erica and Donna (2008) interview conducted with a group of solo female travelers revealed that women mostly perceived travel fears relating to others perceptions, feeling vulnerable, feeling restricted to access and a feeling of conspicuousness. The author examines how travel styles change through the year and even other women who have been too fearful to go to global alone. Women like any other group of tourist choose to go for many reasons: for sightseeing, relaxing, visiting friends and recreational activities. Linda (2011) out of 60 well-educated women travelers in New Zealand responded to their emotional fulfillment, psychological development, moment to treasure and pleasure were affecting their body and mind to be activated and heightened.

3.1 Time of travelling

Gibson and Yiannakis (2002) their study on travel preference over time, considered that women and men tourist preferences were significantly different. Anon (2003) travel can also include relatively short stays between successive movements' day and night. Atkins (1998) issues on women travel safety issues by in the late of 1980s found that between 50%-70% of women were afraid of going after dark in the cities. Focas (1989) London city revealed the crime in London happened between 12.00 noon to 4.00pm, one-third between 4.00pm to 7.00pm and 7.00pm to 1.00am. In the mid-1990s, similar findings were found on the level

of safety if women were to travel after dark where women rated higher feeling of unsafe (British Crime Survey, 1994). The survey also indicated one out of eight women interviewed said that she felt so insecure taking a public transport after dark. Sinha et al. (1990) pointed out 63% of women who felt more anxious about the transiting system reduced their travel activity at night. Rohana et al.(2012) the travelling safety issues in Penang island shows that most women who live in the urban area rely on public transport unsafe when travel both day and night time. Dirk and Judith (2014) differ of the Metro Cable affects accessibility in Medellin, Columbia travel time the operation of time. The Metro Cable with a velocity of 19km/h is not a fast train but having particular characteristics such as few stops, dedicated track help passengers to get to their destinations quickly. Many passengers are satisfied with their journey of 400m from the river valley to the highest station takes approximately 15 minutes compared to walking and travelling by bus. The passengers also found waiting time not unpleasant as the Metro Cable occupied the accessible location and stations coupled with the generous layout and good organization.

Women are more prone to use the public transport when travelling is a concern. What more when travelling to the historic city that is located away from their home, the usage of public transport for that purpose is high. In fulfilling the desire to visit the historic city, there are many cases where women have traumatized while traveling and, demotivated.

Christian (2002) German city a model of travel is to explain the gender variances in the willingness to reduce car use compared to men. An ecological norm influences the intention to reduce car use. Scottish women are more liable to a range of different forms of transportation; travel as car passengers and backpackers. These findings suggested the ways in which public transport provider has a differential impact on women, thus include consideration of the critical issues affecting policy making process. In response to this scenario, at present, there are many countries around the world who have actively taken the initiatives to improving women travel. The Malaysian Railway operator (KTMB) aggressively introduce its first pink women-only coach commuter service known as Ladies Coach in 2010 railway lines to Seremban-Rawang- Sentul-Port Kelang catered especially women passengers comfortability and safe journey travel. (KTM Commuter Services, 2010) This initiative has created an overwhelmed responses from women daily travellers in Kelang Valley. As a consequence, in 2012 women only transport in Malaysia has stepped out a gear by launching Rapid Lady Bus. (RapidKL, 2012) Dato Mohamed Hazlan Mohamed Hussain, as The Chief Operating Officer of RapidKL Bus, specific aims in providing more comfort and security and helping to protect women as well as to improve women travel during peak hours. To support this finding, Amy (2015) looked at the case of Mexico City and investing how women pursue mobility despite violent and hostile conditions immobilize them in public transport. Her finding reveals women-only transportation had played a significant role in securing women to travel safely especially when they became a tourist in an ancient city.

Besides, Les, Paul and Steven (2006) in the study of two major passenger transport executives who launched a multi-modal ticket namely Wayfarer project in the UK way back in 1980. The projects investigate on ways of encouraging visitors' access to the countryside via public transport. Figure 3 shows that the result indicated that the Wayfarer ticket is still acceptable for recreational and tourism purposes and has the potential to open to more sustainable modal choice to residents and visitors. This indicating planner to ensure current infrastructure sustain to an excellent standard as well as offering services to both domestically and internationally tourist to travel at ease.

3.2 Mode of travelling

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Figure 3: (a) and (b) Woman waiting for a tram in Manchester city centre. Metro link is Manchester's revolutionary new transport system, which has become the model for many other similar schemes throughout the UK

4. Conclusion and Recommendations

The travel modes are chosen to go to the Historic City; several aspects need the attention especially on the travel theme mode environment and travelling facilities. The combination of all party including the stakeholder like the government and the transport supplier is vital in developing a more holistic service and infrastructure provision that would give a maximum feeling of safe while travelling to Historic City. One other favourite tourist destinations is travel to the Historic City, which has a variety of unique attractions and beautiful. Woman travellers can find the landmark such as significant mosque that supported by the architecture that will amaze when entering it. Historic remnants of the historic city and their museum that is amazing where people can see many caves and churches created by the ancient Orthodox times, Hagia Sophia as a symbol of peace between Muslims and Christians.

The main limitation is in the provision of a perceived as safe transport among the women tourist to Historic City lies in the maintaining of the building and the environment.

This research has thrown up many questions in need of further investigation. For future studies, teenagers moving to the historic city survey should be conducted to achieve a more rigorous finding especially for both users and non-users of bus services when travelling to a historic city is a concern. Not only that, the inclusion of a proper infrastructure and services would also significantly improve the feeling of safety while traveling to a historic city. Considerably more work would need to be done to determine the impact of crime experience towards the travel behaviour of the household into the historic city for leisure purpose.

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